



# RANCHO ALEGRE RADIO

Preserving and Promoting Conjunto and Tejano Music

5304 Blue Bluff Rd - Austin, Texas 78724  
512-784-1148 – [ranchoalegretexas.com](http://ranchoalegretexas.com)

FOR IMMEDIATE RELEASE

Media Contact: Piper LeMoine

Media Contact Phone: 512-609-9208

Media Contact email: [piper@ranchoalegretexas.com](mailto:piper@ranchoalegretexas.com)

## East Austin Festival Returns To Showcase Texas Conjunto Music Feb 6-9, 2014

Rancho Alegre Conjunto Festival adds extra day and features Conjunto groups from all over Texas at Austin Moose Lodge

Austin, Texas – The Rancho Alegre Conjunto Festival (RACF) is back again! The music showcase spotlighting the best in Texas Conjunto music is back for its third year. The RACF will once again take place at the family-friendly **Austin Moose Lodge #1735 in East Austin Thursday February 6th through Sunday, February 9th.**

Taking the stage will be a mix of legendary performers, veteran artists, and the stars of tomorrow. Talent will be coming from Dallas/Fort Worth, Houston, Corpus Christi, Del Rio, Dimmitt, San Antonio, Austin, and points in between. A complete listing is available online at [ranchoalegretexas.com](http://ranchoalegretexas.com). A couple of Tejano performers, including rising star Devin Banda and the legendary “El Gato Negro” Ruben Ramos will be making guest appearances as well.

With the success of the previous two years, event organizers decided to add another day to the lineup. “Adding another day allows us to reach even more people who love this music, but don’t get enough opportunities to hear it in Austin,” says Rancho Alegre Radio CEO **Baldomero “Frank” Cuellar**. “As I always say, we truly awakened a sleeping giant with these past two festivals, especially since we had so many people come to Austin just for this event. Our mission is to promote and preserve this music, and that means putting it in front of as many people as possible. Our target isn’t just the traditional audience - we want all music lovers to see the fun, beauty and cultural value of this great Texas music.”

The schedule is subject to change, but music begins at **7 p.m. on Thursday and Friday, February 6 and 7, 3 p.m. on Saturday February 8, and 1 p.m. on Sunday February 9.** Tickets for Thursday February 6 are \$5 at the door, and tickets for Friday through Sunday February 7-9 are \$12 per day pre-sale, \$15 per day at the door. 4-day passes are \$35. Children under 12 are always free.

Pre-sale tickets and passes will be available online at [ranchoalegretexas.com](http://ranchoalegretexas.com), with more outlets to be announced on the website. Sponsorships are available, including opportunities for non-profit organizations and individuals.

The Austin Moose Lodge is located at **2103 E.M. Franklin Avenue**, north of Martin Luther King Jr. Boulevard and east of Airport Boulevard, in east Austin.

With assistance from **Texas Folklife**, this project is funded and supported in part by the **City of Austin** through the **Economic Development Department/Cultural Arts Division** believing an investment in the Arts is an investment in Austin's future. Visit Austin at [NowPlayingAustin.com](http://NowPlayingAustin.com).

### **About Conjunto Music**

Conjunto music is Texas "roots" music that dates back to the end of the 19<sup>th</sup> century. Like Blues and Traditional Country, it tells the stories of the everyday lives of the working class. It is also dance music, characterized by a strong, unrelenting beat and bright accordion melodies, evidence of the fusion of German and Mexican immigrant cultures in south Texas at the beginning of the 20<sup>th</sup> century. It was tremendously popular among working-class Hispanic Texans during the post-World War II era, before audiences began to flock to Tejano music, which was heavily influenced by Orquesta, Rock, Rhythm and Blues, Jazz, and Country, beginning in the late 1960s and 1970s, nearly wiping out Conjunto on radio playlists everywhere.

In recent years, Conjunto has enjoyed a surge in popularity, thanks to the internet, the rise of younger groups, and new festivals in cities all over Texas and the rest of the country. It remains, however, a hidden gem in the history of American music and continues to fight for air time on the few remaining terrestrial Tejano music radio stations in Texas.

### **About Rancho Alegre Radio**

Rancho Alegre Radio is an Austin-based non-profit organization and music site dedicated to the preservation and promotion of Tejano and Conjunto music. Their Conjunto shows at the Moose Lodge earned them coverage on the Austin Music Map project of KUT Austin's Texas Music Matters, NPR's All Things Considered, in the Texas Observer, and a travel feature about the American Southwest in the Guardian (London). The website features recorded interviews conducted with legendary artists, a playlist featuring rare and recently-digitized recordings, a lyrics archive, a live Tejano and Conjunto music events calendar for the Austin area, and much more. Visit [ranchoalegretexas.com](http://ranchoalegretexas.com) to learn more.

###

More information about the festival is available online at [ranchoalegretexas.com](http://ranchoalegretexas.com). If you would like to schedule an interview with Baldomero "Frank" Cuellar, please contact Piper LeMoine by phone at 512-609-9208 or by email at [piper@ranchoalegretexas.com](mailto:piper@ranchoalegretexas.com). The lineup may be subject to change.